

ABSTRACT

A system for interactive online modelling and evaluation of a product works by transmitting an interface from a web server via data communications link to a user computer. The transmitted interface contains links to various product features which the user may modify by using the user computer. The request to modify a particular product feature, and more particularly, specific feature attributes, is transmitted to the server, and software components relating to such feature are transmitted back from the server and stored on the user computer. The user may then modify various feature attributes, and view the resulting modified product on a visual simulation interface segment. The modifications are subsequently gathered and stored on the server for evaluation. Additionally, user data may be collected, associated with the gathered data representing feature modifications, and also stored on the server for evaluation.

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